



KINGSTON 3

Animation Festival

Conference • Film Festival • Expo

APRIL 5-7, 2019

UNIVERSITY OF TECHNOLOGY, JAMAICA

CONCEPT NOTE

Prepared by
Project Implementation Unit
Youth Employment in the Digital and Animation Industries Project
Office of the Prime Minister

Revised January 18, 2019

FESTIVAL APPROACH

The animation industry in Jamaica is still nascent, and in order to catalyze the different efforts being undertaken by public, private and multilateral sectors in Jamaica, and to continue attracting the attention of international animation community, the Government of Jamaica, in collaboration with the World Bank is launching **KingstOOn 3 Animation Conference** and **Afro-descendant Film Festival** to be held in Kingston, Jamaica during the period **April 5-7, 2019** at the University of Technology, Jamaica.

KingstOOn 3 will build on the successes of 2013 and 2016 and again host the biennial display of Afro-descendant culture through storytelling and animated media. This will be executed under three core themes: **LEARN**, **EARN** and **DISPLAY**.

To operationalise these themes, KingstOOn 3 will:

- Facilitate the exposure of participants to more granular business topics and content specific workshops;
- Create a space for the exchange of knowledge and experiences, via panel discussions and networking events;
- Encourage the interaction between producers of content, buyers of content and consumers of content, via speed meetings and networking events;
- Catalyse the exchange of ideas within the community of practice between Afro-descendant animators, via an Afro-descendant Animation Film Festival;
- Showcase Jamaica as a rich source of Afro-descendant stories, academic exploration and ultimately animation production;
- Demonstrate animation as a viable career through its many manifestations (games, non-entertainment, feature films, etc.).

GENERAL OBJECTIVES

The general objectives of KingstOOn 3 are three-fold:

1. To provide participants, and in particular Caribbean animators and associated professionals, with the avenues to continue to **LEARN** the nuances of the global animation pipeline, by engaging directly with global industry leaders in various aspects of the business of animation, including education;
2. To create opportunities for participants to **EARN** from their engagement in animation at any level, by facilitating the creation of pitch decks and pairing pre-qualified individuals with potential content;
3. To **DISPLAY** Afro-descendant animated content in the Animation Film Festival, by showcasing content developed by studios from around the world that speak to the afro-descendant reality (stories, images, music, customs...).

SPECIFIC OBJECTIVES

The specific objectives of KingstOOn 3 are:

1. Generate Employment Leads for graduate of Animation Programmes
2. Generate co-production and outsourced leads
3. Promote 'Brand Jamaica' in the animation and film industry
4. Creating learning opportunities in current and future trends
5. Generate broadcasting leads
6. Stakeholders input for animation policy development

STRUCTURE

- **Expert Animation Panels and Key Note Presentations** to understand opportunities and challenges in the global industry and how Jamaica should position itself to take advantage of the current situation.
- **Animation Workshops** to allow participating youths to interact directly with professional animators. Workshops will delve into the technical aspects of animation, with case studies, demonstrations of 2D and 3D software possibilities, as well as career development prospects with participating national and overseas colleges specialising in the trade.
- **KingstOOn Afro-descendant Film Festival** will showcase International Afro-descendant Content at a popular location prior to the event.
- **KingstOOn Animation Competition** to showcase Jamaican and Caribbean talent currently working in the animation industry but also in related fields to allow participation of a broader pool of youths talented in the visual arts. The animation festival will comprise three (3) competitions:
 1. **KingstOOn Emerging Animated Content Competition (KEACC)**
 - a. Best Storyboard;
 - b. Best Character Design;
 - c. Best Short Film;
 - d. Best Short Film (People's Choice);
 - e. Best Concept (finalists in this category are eligible for competition 3).
 2. **KingstOOn International Animated Film Competition (KIAFC)**

- a. Best Special Effects;
 - b. Best Student Film;
 - c. Best Short Film;
 - d. Best Feature Film;
3. **KingstOOn Pitch Bootcamp and Competition:** Four selected finalists (comprising five team members) of the KEACC Best Concept Category will be placed in the Pitch Boot Camp (April 3-4, 2019) and Competition (April 6, 2019). The 2-day Pitch Development Boot Camp will allow teams to access the opportunity to refine pitching skills and concepts under the guidance of world-class experts in the animation industry. Then, the teams will pitch their ideas in front of a live audience in the Pitch Competition where they will be assessed by a panel of executives from major studios. Winners of this category will have an opportunity to get seed funding to further develop their pitch and attend an international trade show to pitch to potential investors.

AUDIENCE

KingstOOn 3 provides Jamaicans with the opportunity to showcase their growth in the animation industry, while creating an international marketplace for animated content and technology in the Caribbean. It is anticipated that KingstOOn 3 will attract local and international players from the Afro-descendant space. These players will include:

- Local and International distributors, producers and broadcasters of animated content
- Animation studio executives
- Animation Education Stakeholders (Programme Directors, Instructors and students)
- Animators
- Marketing and advertising agencies
- Architectural firms
- Music studios and producers,
- Song writers
- Government officials
- Representatives from the multilateral community
- Fashion designers and curators
- NEET youths
- Special needs community

KINGSTOON 3 SCHEDULE

Pitch Boot Camp (Concept Finalists Only)
University of Technology, Jamaica
Hotel VIP Lounge

Wednesday, April 3 – Thursday, April 4,
2019

10:00 - 1:00

Morning Session

1:00 - 2:00

Lunch

1:00 - 5:00

Afternoon
Session

CONFERENCE AGENDA - FRIDAY, APRIL 5, 2019						
	ALFRED SANGSTER AUDITORIUM	WORKSHOP ROOM A747	COMPUTER ROOM	SCULPTURE PARK	LT49	CONFERENCE ROOM
9:30 - 10:30	OPENING CEREMONY (Alfred Sangster Auditorium)					
BREAK						
11:00 - 11:45	Key Note	Workshop	Workshop	Exhibitions	Film Screenings	B2B Speed Meetings
12:00 - 1:00	LUNCH					
1:15 - 2:00	Panel Discussion	Masterclass	Workshop	Exhibitions	Film Screenings	Stakeholder Consultation)
BREAK						
2:30 - 3:15	Key Note	Workshop	Workshop	Exhibitions	Film Screenings	B2B Speed Meetings
3:30 - 4:00	AFTERNOON BREAK					

CONFERENCE AGENDA - SATURDAY, APRIL 6, 2019						
	ALFRED SANGSTER AUDITORIUM	WORKSHOP ROOM A747	COMPUTER ROOM	SCULPTURE PARK	LT49	CONFERENCE ROOM
10:00 - 10:45	Key Note	Masterclass	Workshop	Exhibitions	International Feature Film Screening	Stakeholder Consultation
BREAK						
11:00 - 11:45	Panel Discussion	Workshop	Workshop	Exhibitions	Film Screenings	B2B Speed Meetings
12:00 - 1:00	LUNCH					
1:00 - 1:55	Key Note	Workshop	Workshop	Exhibitions	Film Screenings	Stakeholder Consultation
2:15 - 3:00	Key Note	Master Class	Workshop	Exhibitions	Film Screenings	Establishment of the Animation Industry Working Group
3:15 - 4:00	Key Note	Workshop	Workshop	Exhibitions	Film Screenings	B2B Speed Meetings
4:30 - 6:30	PITCH COMPETITION FINALS (Alfred Sangster Auditorium) Judges: Rick Farmiloe, Christie Farmiloe, Kimberly Wright, Mike Blum, Matt Fleckenstein					

CONFERENCE AGENDA - SUNDAY, APRIL 7, 2019						
	ALFRED SANGSTER AUDITORIUM	WORKSHOP ROOM A747	COMPUTER ROOM	SCULPTURE PARK	LT49	CONFERENCE ROOM
10:00 - 10:45	Key Note	Key Note		Exhibitions	Special Effect Film Screening	B2B Speed Meetings
11:00 - 11:45	Panel Discussion		Workshop	Exhibitions	International Short Film Screening	Stakeholder Consultation with Training Institutions (invitation only)
12:00 - 1:00	LUNCH					
1:30 - 2:25	Presentations and Discussion	Workshop	Workshop	Exhibitions	International Student Film Screening	B2B Speed Meetings
2:30 - 3:25	<i>World Bank Painting Competition Awards Ceremony</i> World Bank	Workshop	Workshop	Exhibitions	Caribbean Short Film Screening	B2B Speed Meetings
3:30 - 4:25	<i>WACOM CINTIQ SHOWDOWN FINALS</i> <i>Judges: Aaron Blaize, Jose Torres, Doug Little</i>					
4:25 - 5:30	EVENING BREAK					
5:30 - 7:00	KINGSTOON COMPETITION FINALS AND AWARDS CEREMONY (Alfred Sangster Auditorium) Judges: Rick Farmiloe, Christie Farmiloe, Kimberly Wright, Mike Blum, Matt Fleckenstein					
7:00 - 9:00	KINGSTOON AFTER PARTY & APPRECIATION EVENT (Invitation Only)					

DESCRIPTION OF SESSIONS

Master Class in Acquisitions

This session will be focused on walking participants through the details of acquiring content from the local, regional and international marketplaces. It is aimed at people who want to become licensing agents; producers who want to use another person's work, appearance or another form of intellectual property in their own work; and broadcasters who intend to expand their offering.

Speaker: The individual best suited for delivering this session would be deeply involved in the trade of intellectual property globally, especially so, with animated content (with additional specific experience in acquisitions).

Master Class in Licensing and Distribution

This session will be focused on walking participants through the details of delivering content to the local, regional and international marketplaces. It is aimed at people who want to become licensing agents; producers who want to disseminate their libraries of works; and project managers and consultants who are interested in learning about the entirety of the value chain.

Speaker: The individual best suited for delivering this session would be deeply involved in the trade of intellectual property globally, especially so, with animated content (with additional specific experience in distribution).

Master Class in Animation Critique

This session will focus on providing local animators, instructors and studios to equip themselves with the requisite knowledge of how to properly conduct an animation critique. It will provide the participants with detailed feedback on works done as well as what are the areas industry professionals look at primarily when doing their critique of a work.

Speaker: The individual best suited for delivering this session would be deeply involved in the area of animation critique, judging at a renowned animation competition and or have years of experience in the animation industry as a lecturer in an internationally established institution.

Master Class in Asset Creation and Management

Taking the idea of outsourcing to the next level, this class focuses on how studios and freelancers can maximise on the animation pipeline by focusing on the creation and management of smaller, yet critical elements of production – e.g. weapon modelling, character design and modelling, environment sculpting. This class is aimed at character designers, modellers, sculptors, animators and animation supervisors, as well as game designers and developers.

Speaker: The individual best suited for delivering this session would be actively involved in the creation and distribution of assets for 3D games with a global reach (e.g. someone from RIOT Games - <http://www.riotgames.com/> - or Blizzard Entertainment - <http://us.blizzard.com/en-us/>).

Master Class in Achieving In-Studio / In-Production Benchmarks

This class is focused on answering the question of how to consistently achieve broadcast quality animation on a real-world timeline. It is aimed at animators, animation supervisors and studio owners, as well as animation education curriculum developers.

Speaker: The individual best suited for delivering this session would be actively involved in the supervision and the creation of animated properties for broadcast on TV and theatres (e.g. someone from Cartoon Network Studios or Nickelodeon Studios)

Seminar: “Creating Content for Digital Distributors”

Taking the form of a high-energy, interactive presentation, this session will look at the leading digital distributors (e.g. Netflix, Hulu, Amazon) and provide concise steps on planning content most likely to garner attention from these organisations in the forms of pre-sales and/or co-pros. This session is aimed at writers and others who have ideas that they would like to see published/broadcasted.

Speaker: The presenter should be a writer/producer with experience with getting content on to at least two of the major distribution channels.

Panel on “Accessing Digital Distribution Networks”

With a power-packed panel of representatives in acquisitions from digital distribution networks, this session will explore what the networks look for when considering a new project. The session will cover: best practices in presenting your content; legal considerations with digital distribution networks; and the “do’s and don’ts” in approaching international distribution partners amongst other topics.

Panel on “Animation Education – Venturing into AR, VR and AI”

With a power-packed panel of directors of internationally recognised animation programmes, this session will explore current and future trends relating to animation education and strategies for keeping up with industry demands.

Speakers: Directors of internationally recognised animation programmes.

Key Note Presentation on "Creating culturally specific content with a global appeal."

Considering the rapid rate of globalisation, many emerging countries that are shifting to the IP Market end up creating contents that are extremely limited within their own countries and would have better luck reach out to neighbouring ones. This presentation explores content strategies for universal audiences, by taking an in-depth look at how the most prominent and recognisable animated films in the world did it.

Speaker: An expert creative writer or producer with a track record of telling culturally diverse stories in a global way.

Panel Discussion on "What Producers look for when they're in the market for an animation studio."

This is a discussion on how to position one's animation business to be competitive in the marketplace. The panel comprises producers and experts in global marketing to provide a variety of perspectives. Producers outline what they are looking for and why they would consider a Caribbean animation studio. The session is also aimed at introducing the studios/burgeoning animation industry in the Caribbean, which may provide opportunities for local studio(s).

Speakers: Industry leading Animation Film Producers who have scoured the globe for animation studios and are currently working with animation studios internationally.

Key Note Presentation on "How Caribbean animation studios should position themselves to be competitive in the global marketplace."

The presenter should be an expert in global marketing with a track record of creating marketing and growth strategies to suit global consumers.

Master Class "Sustainability for Animation Studios in Developing Countries"

Growth strategies for startup animation studios who survived in an IMF environment is deeply explored in this master class.

Workshop: Production Scheduling and Budgeting for an animated TV Show: Using real-life scenarios, participants will learn how to collaborate on developing a scheduled work plan and budget for animated projects and how to properly equip an animation studio to complete projects.

Workshop: Data protection and IP Laws. Delve into the technicalities and issues relating to data protection and intellectual property related explicitly to the audio-visual industries.

Workshop: Speed Pitching – Students will be exposed to speed pitching best practices and given a chance to showcase their portfolios to possible employers to secure job placement and internships.